



CHECK BREAKDOWN:

PURCHASE ACTIVITY: POSITIVE

The percentage of consumers who purchased a mattress within the last three months is tracking flat q/q.

CATALYSTS

The feel/comfort and price of the mattress are the top two most important factors for consumers, but the online channel/convenience have been growing in importance over time.

MEMORY FOAM

Memory foam mattresses continue to hold the lead over inner-spring mattresses. Hybrid has gained q/q but still trails both memory foam and innerspring.

ONLINE MATTRESSES

Online purchase's share has been holding relatively flat in the last couple of quarters. Online has grown in popularity over time and feedback toward buying online remains positive. Likelihood of purchasing their next mattress online has grown both q/q and since survey inception.

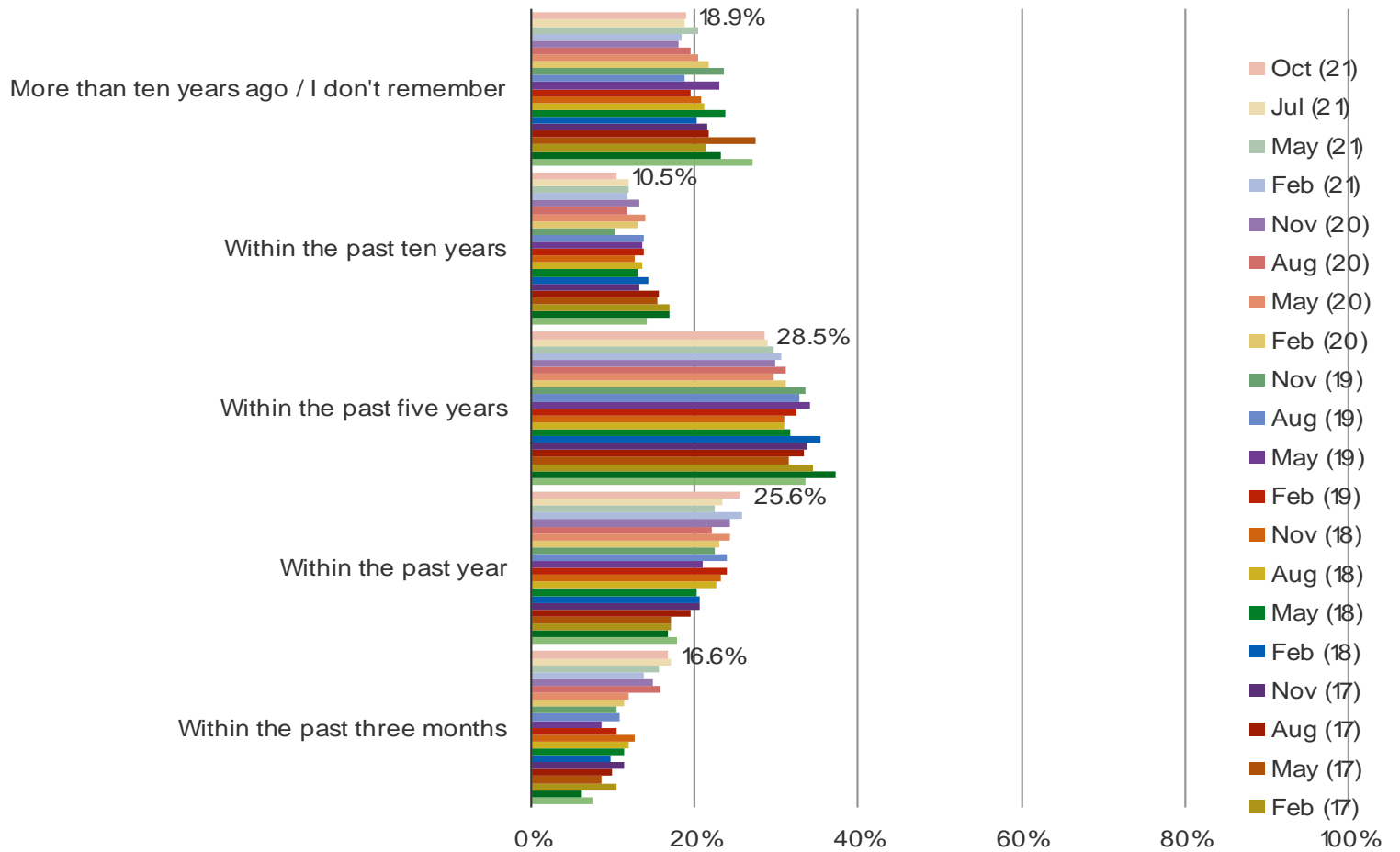
COMPETITIVE DYNAMICS

Future purchases intentions are positive for Purple. Tempur-Pedic, Mattress Firm, and Serta are ahead of Purple when it comes to future purchase intentions.

MATTRESSES PURCHASE ACTIVITY

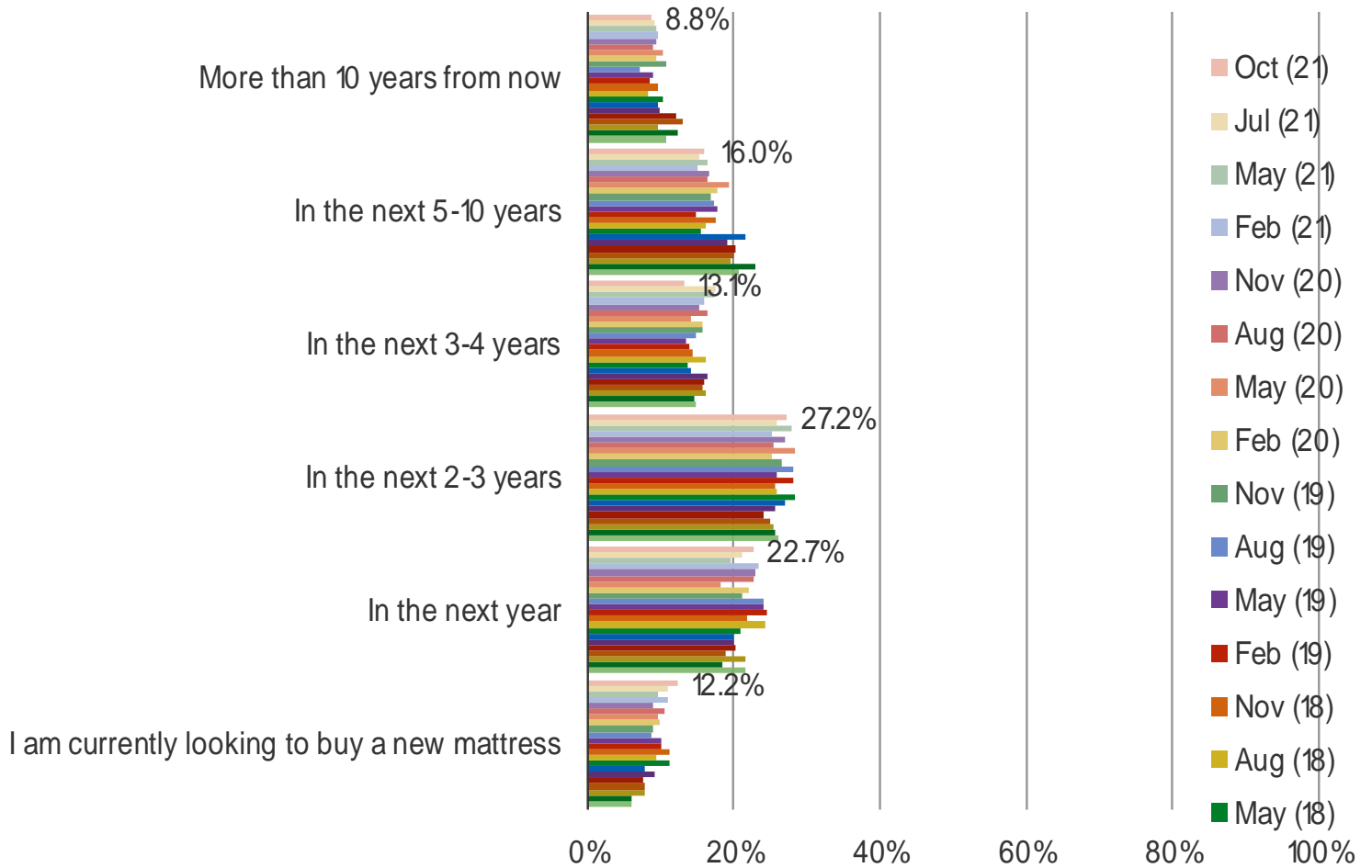
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



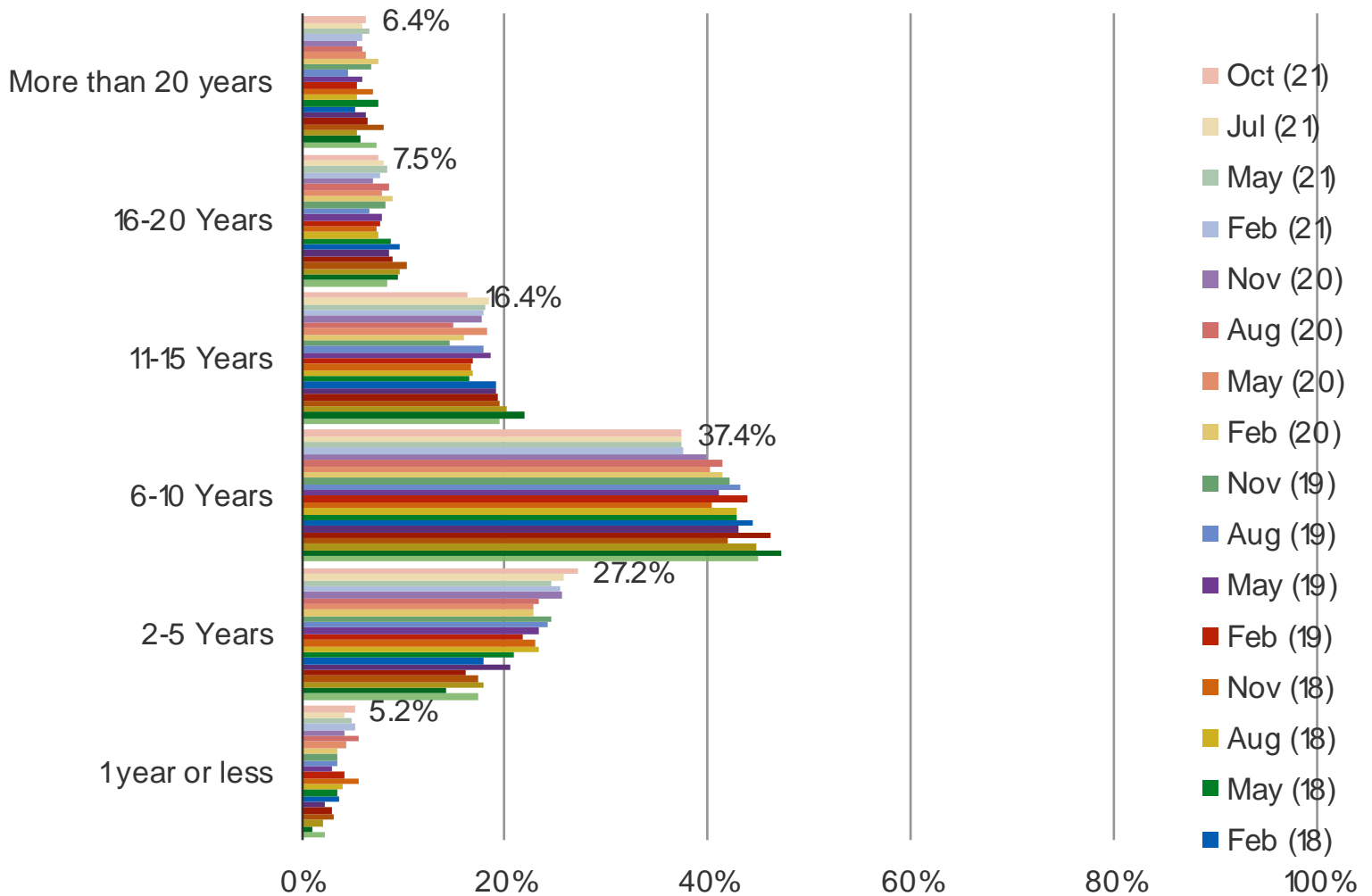
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

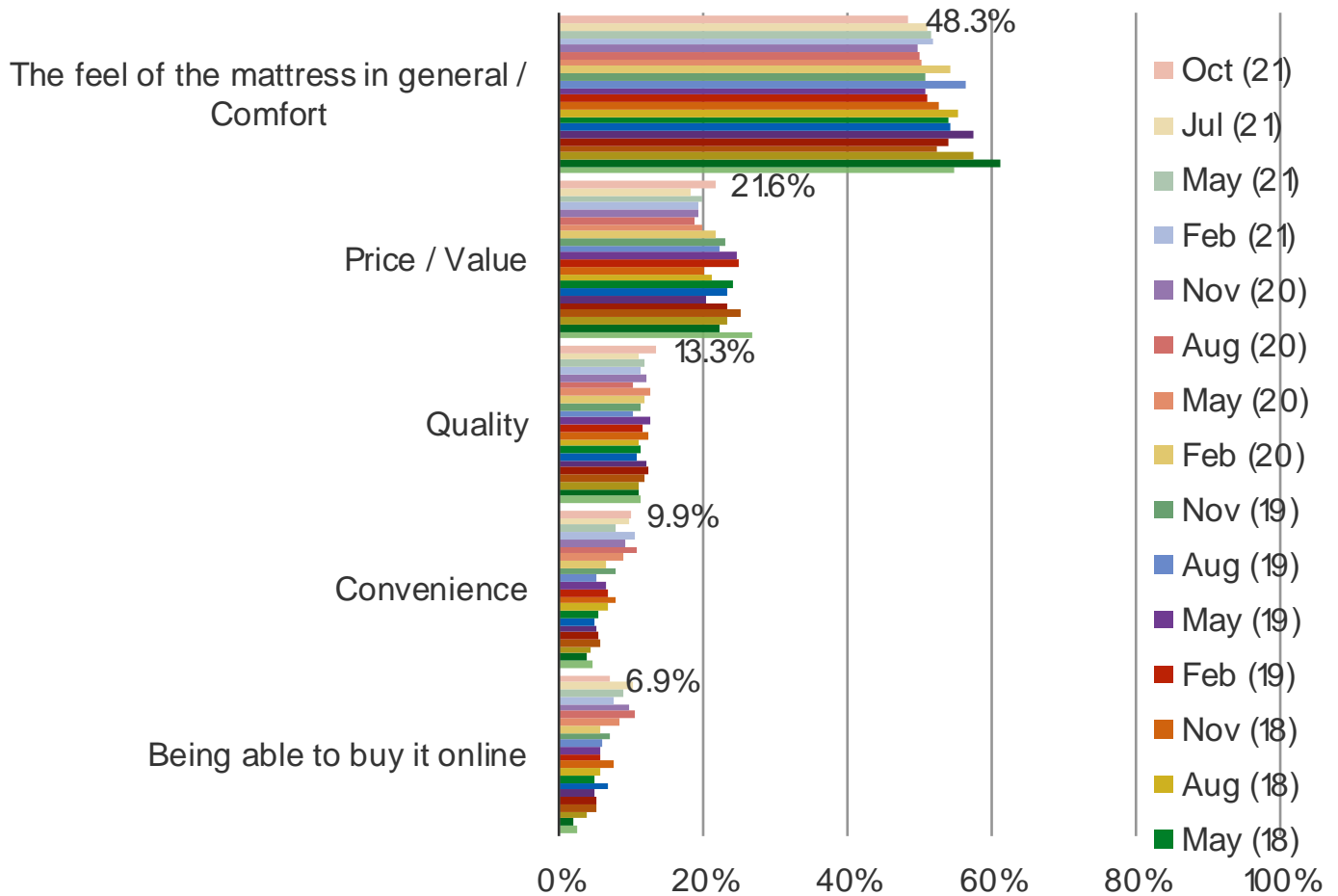
Posed to all respondents



CATALYSTS / DECISION DRIVERS

WHICH OF THE FOLLOWING WOULD MATTER MOST TO YOU IF YOU WERE SHOPPING FOR A MATTRESS?

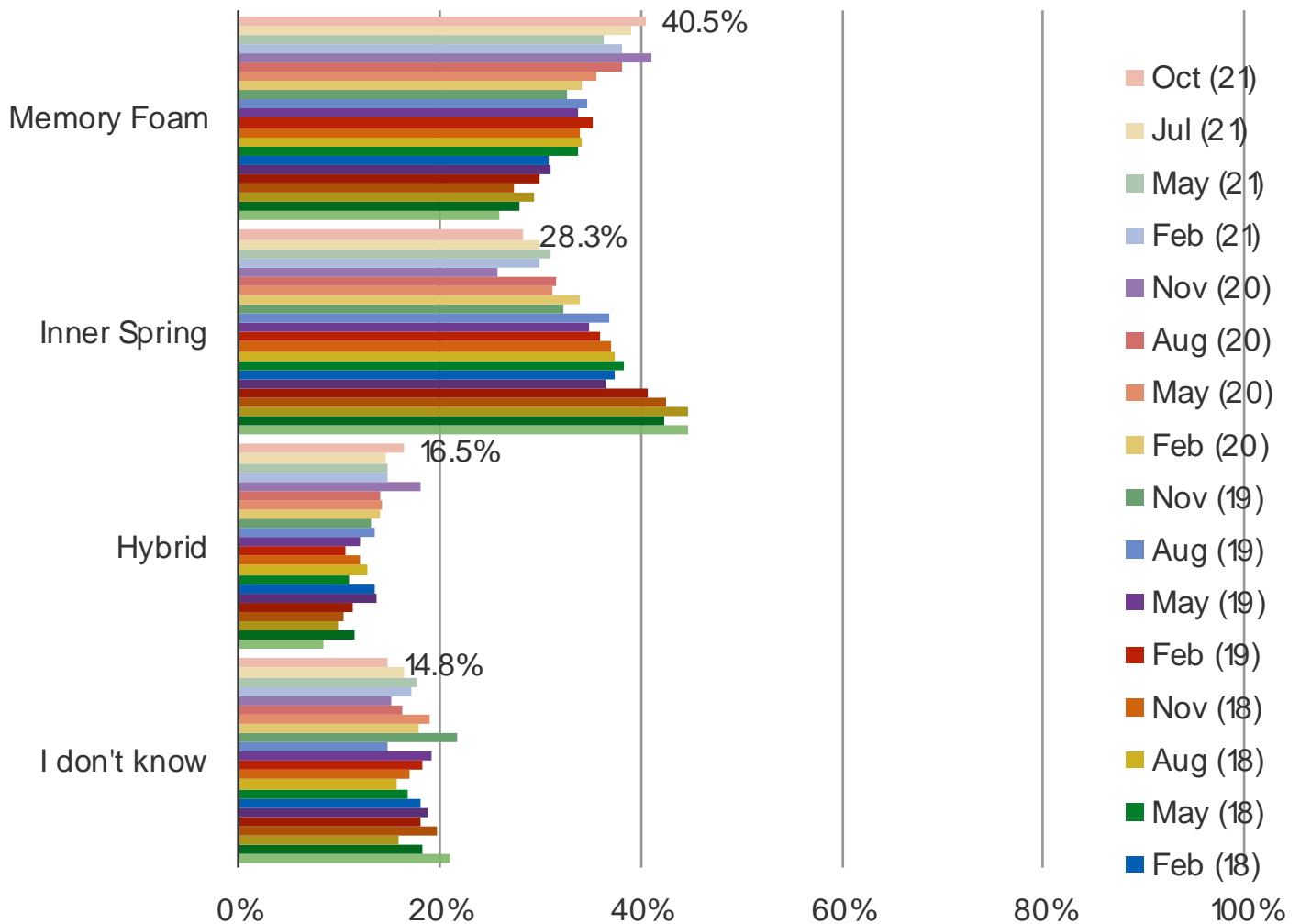
Posed to all respondents



MEMORY FOAM VS. INNER SPRING

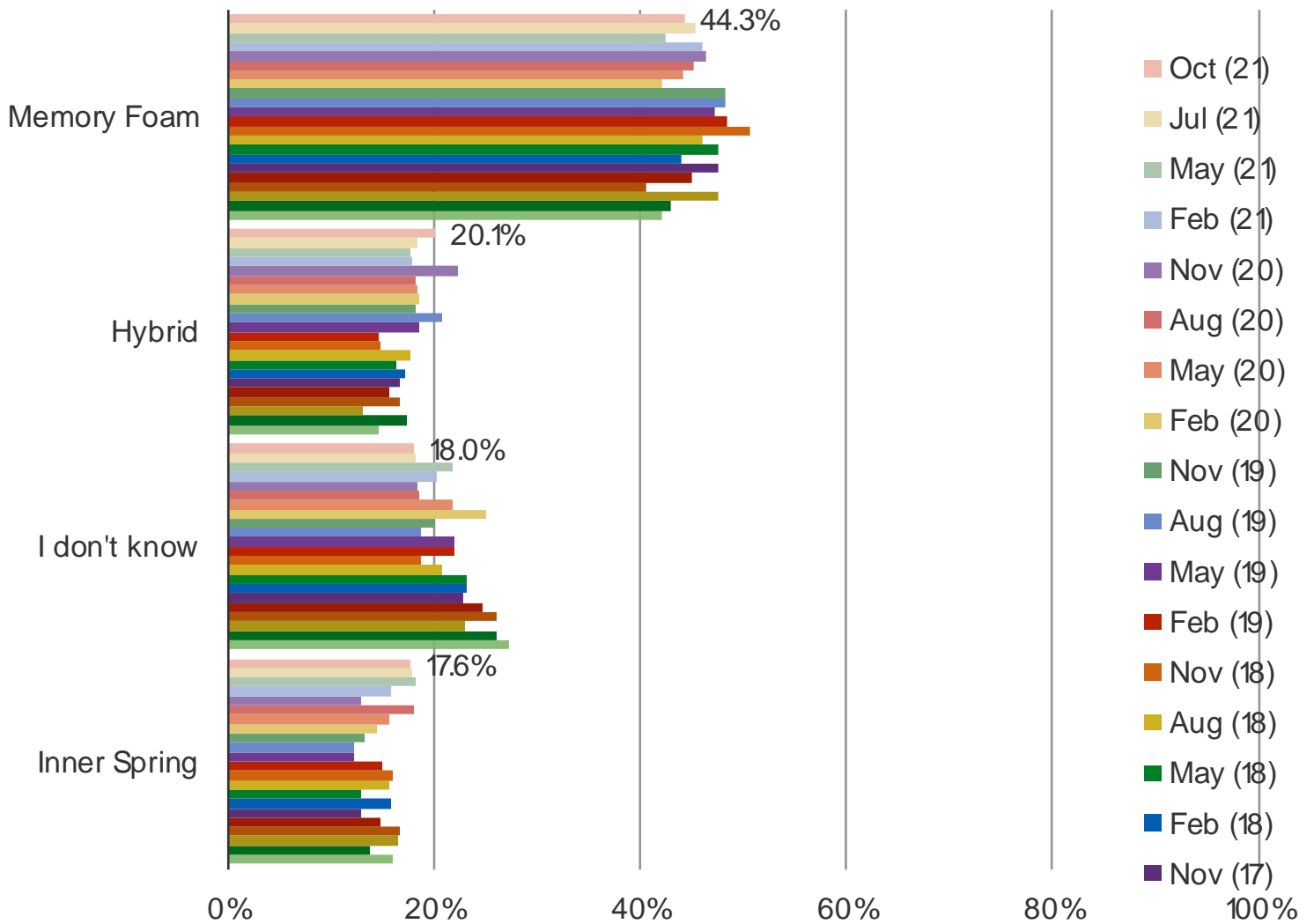
WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?

Posed to all respondents



IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO PURCHASE?

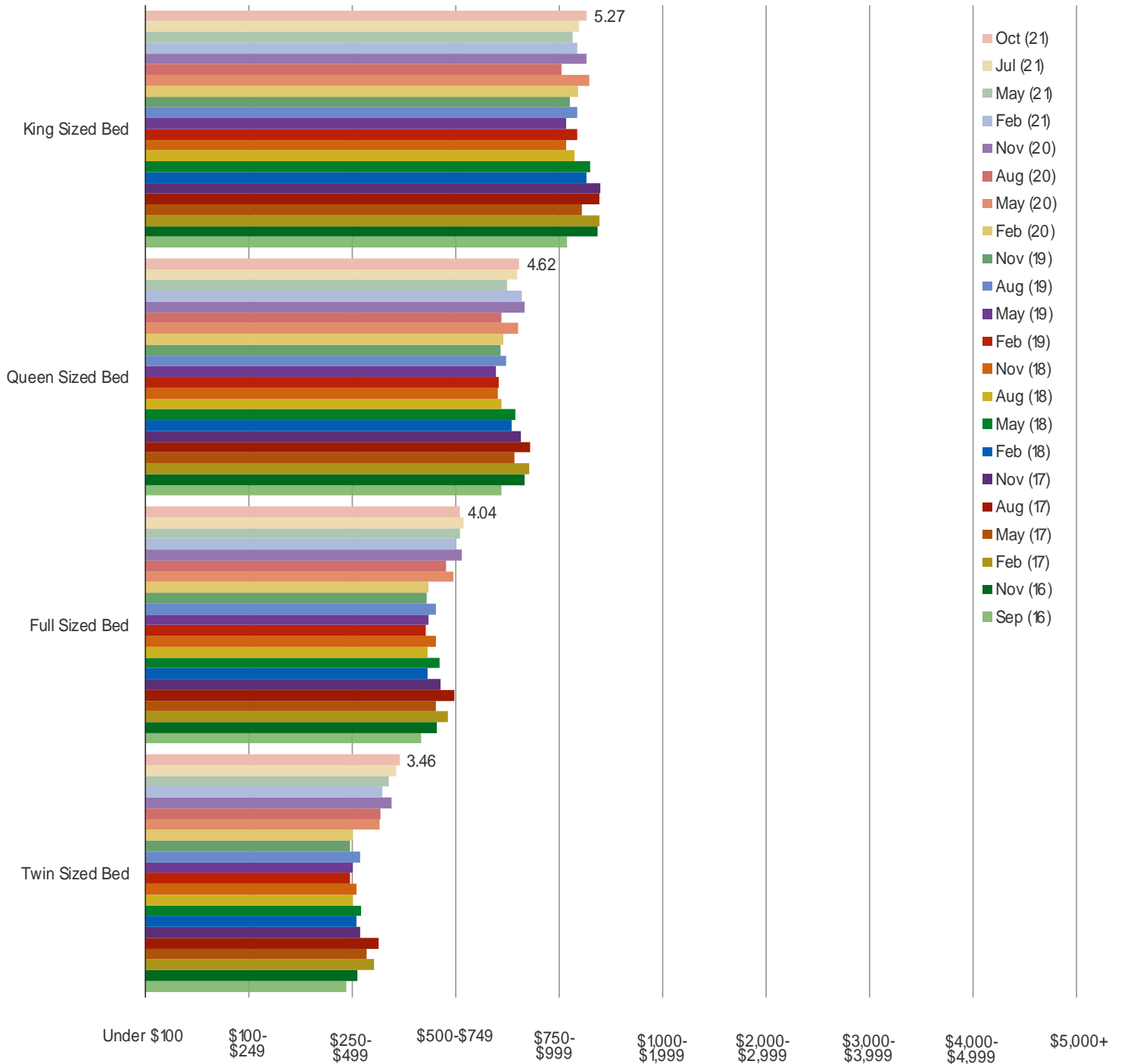
Posed to all respondents



PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

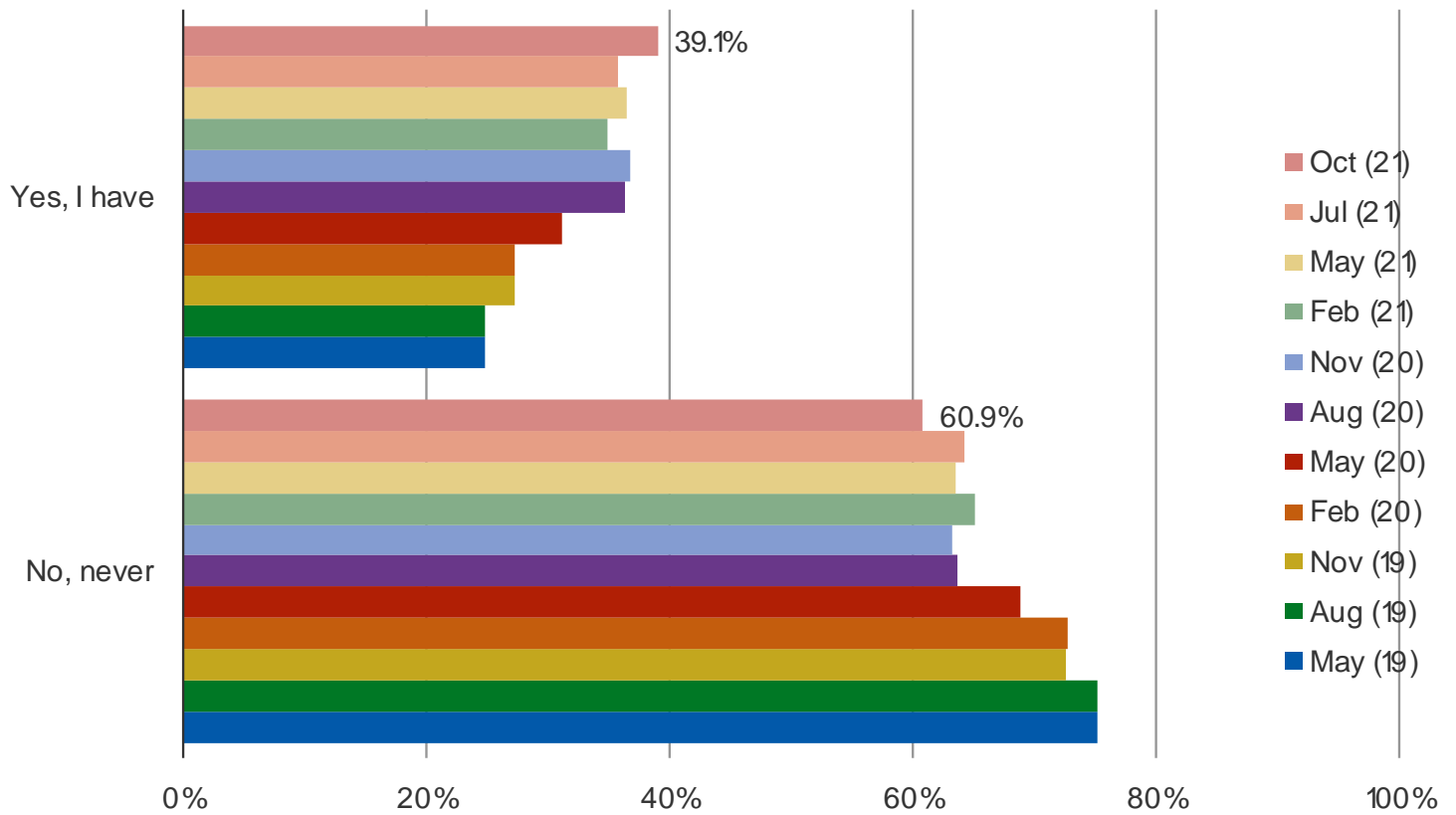
Posed to all respondents



IN-STORE VS. ONLINE

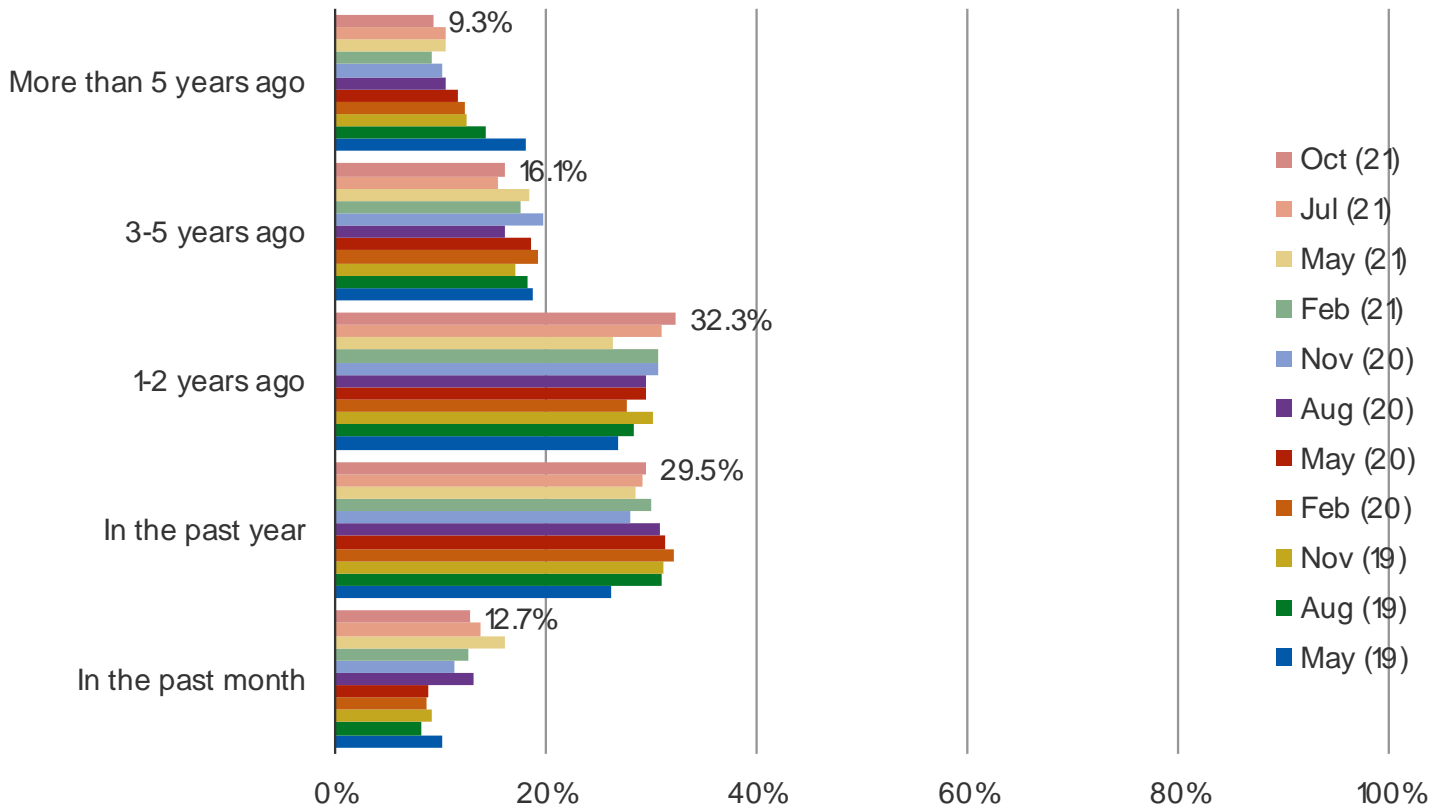
HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)

Posed to all respondents



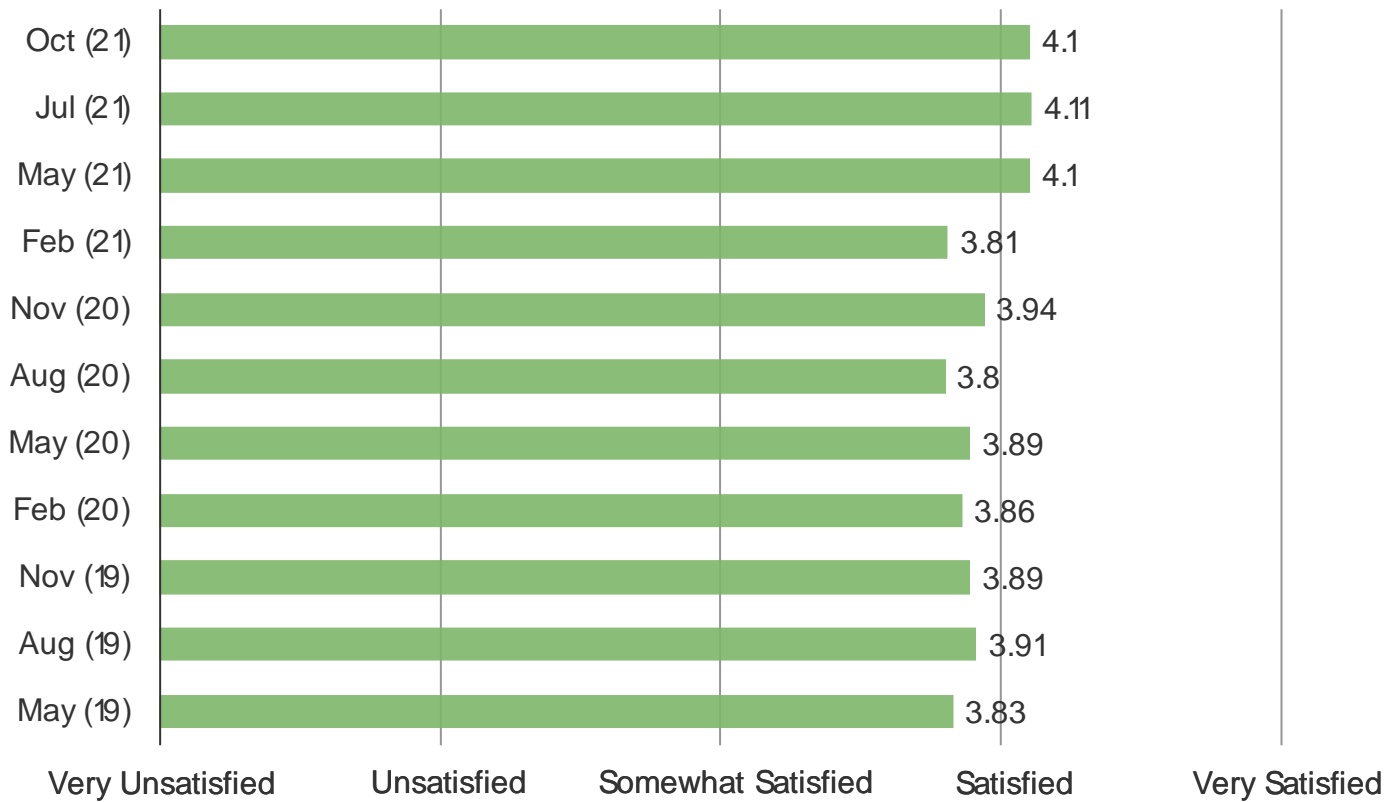
WHEN DID YOU MAKE YOUR MOST RECENT BED-IN-A-BOX ONLINE MATTRESS PURCHASE?

Posed to respondents who have ordered a mattress online



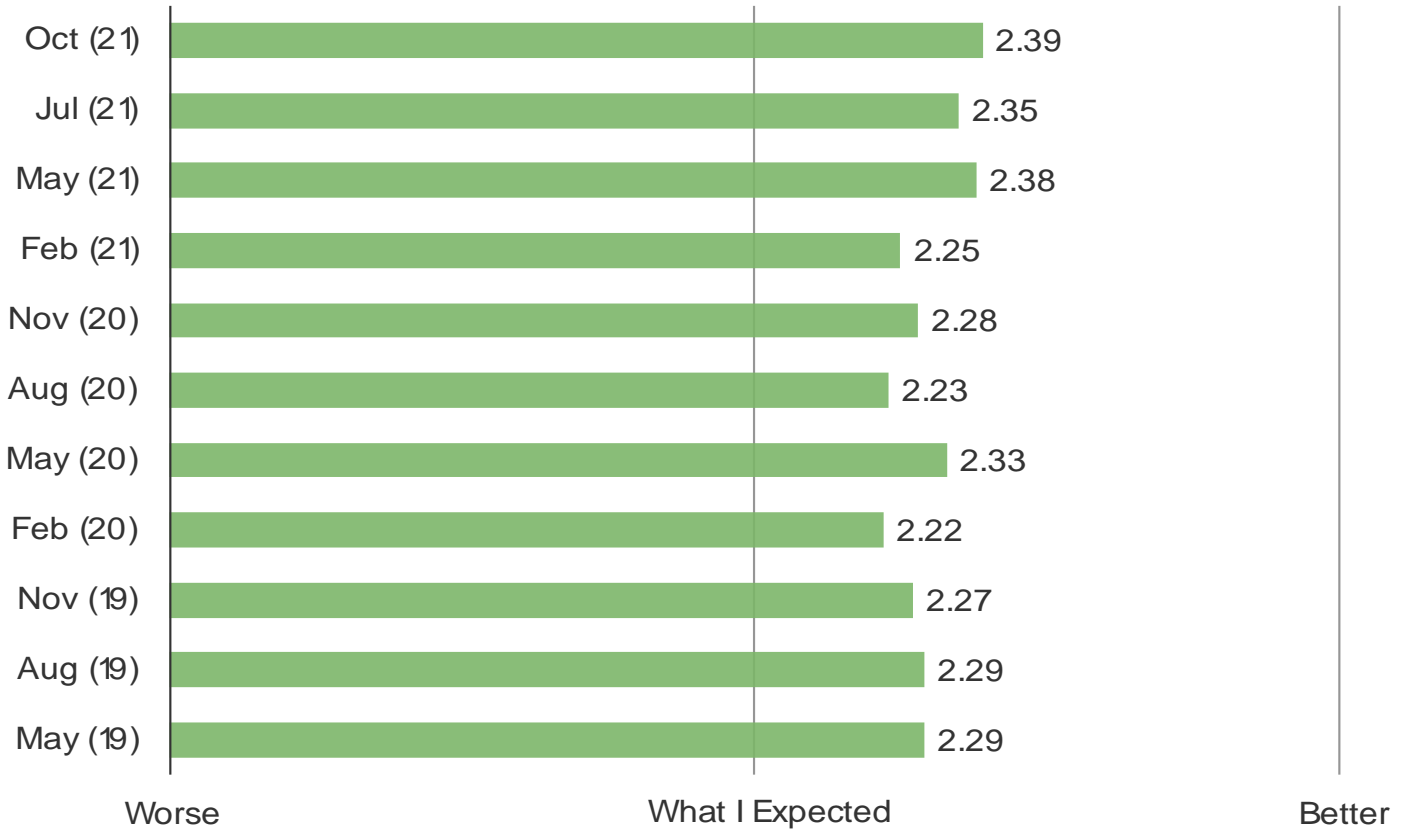
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



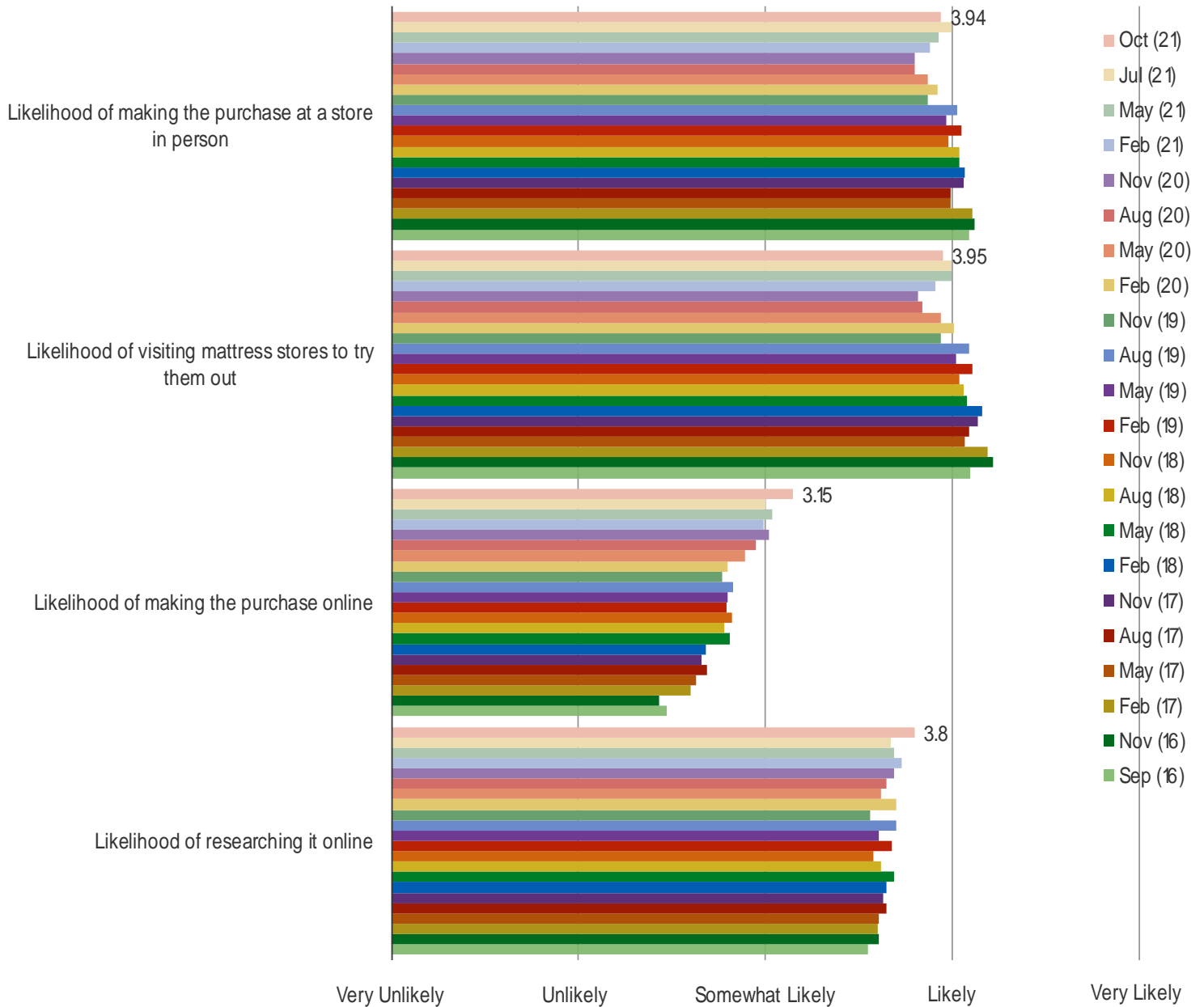
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



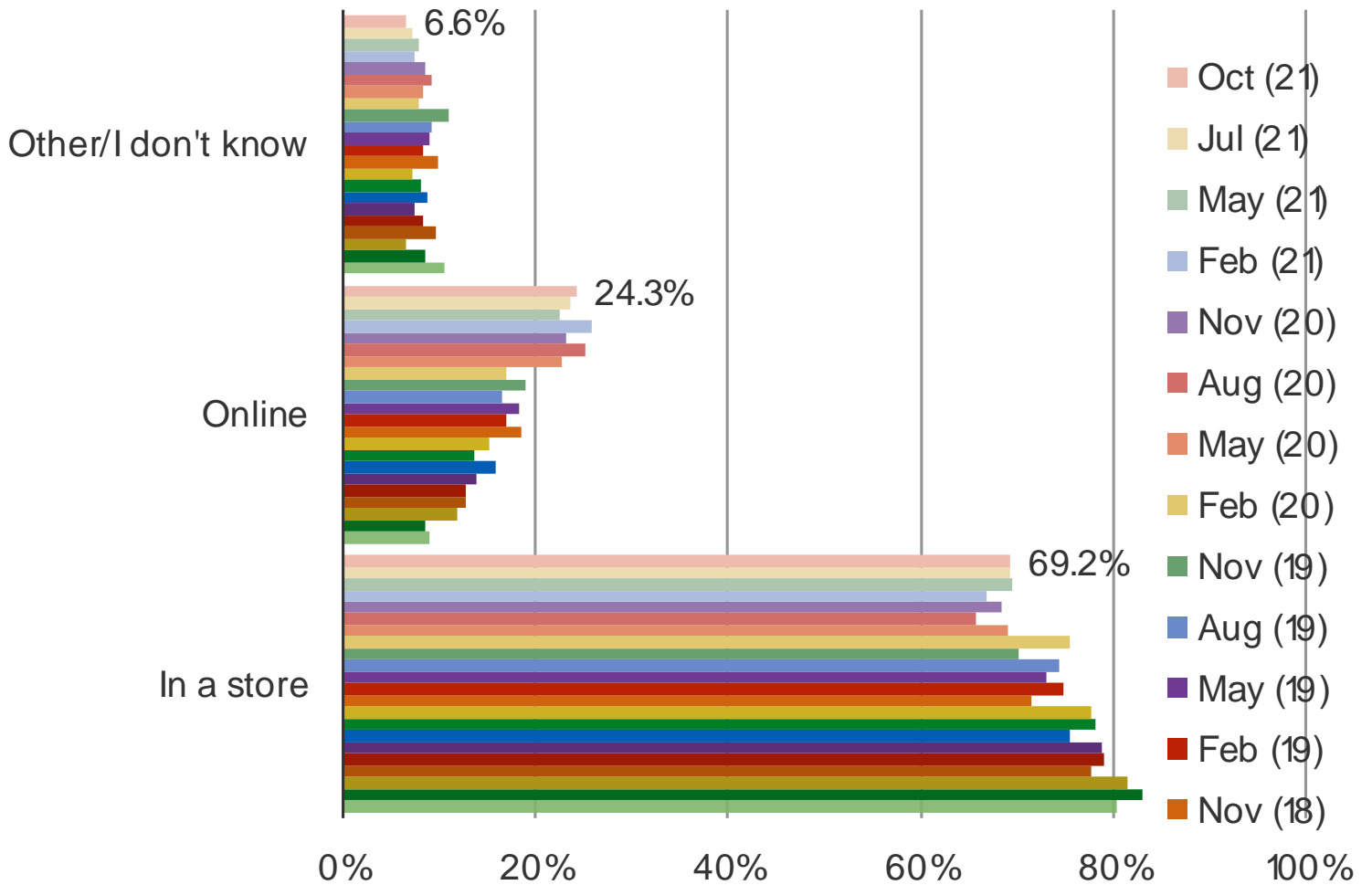
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



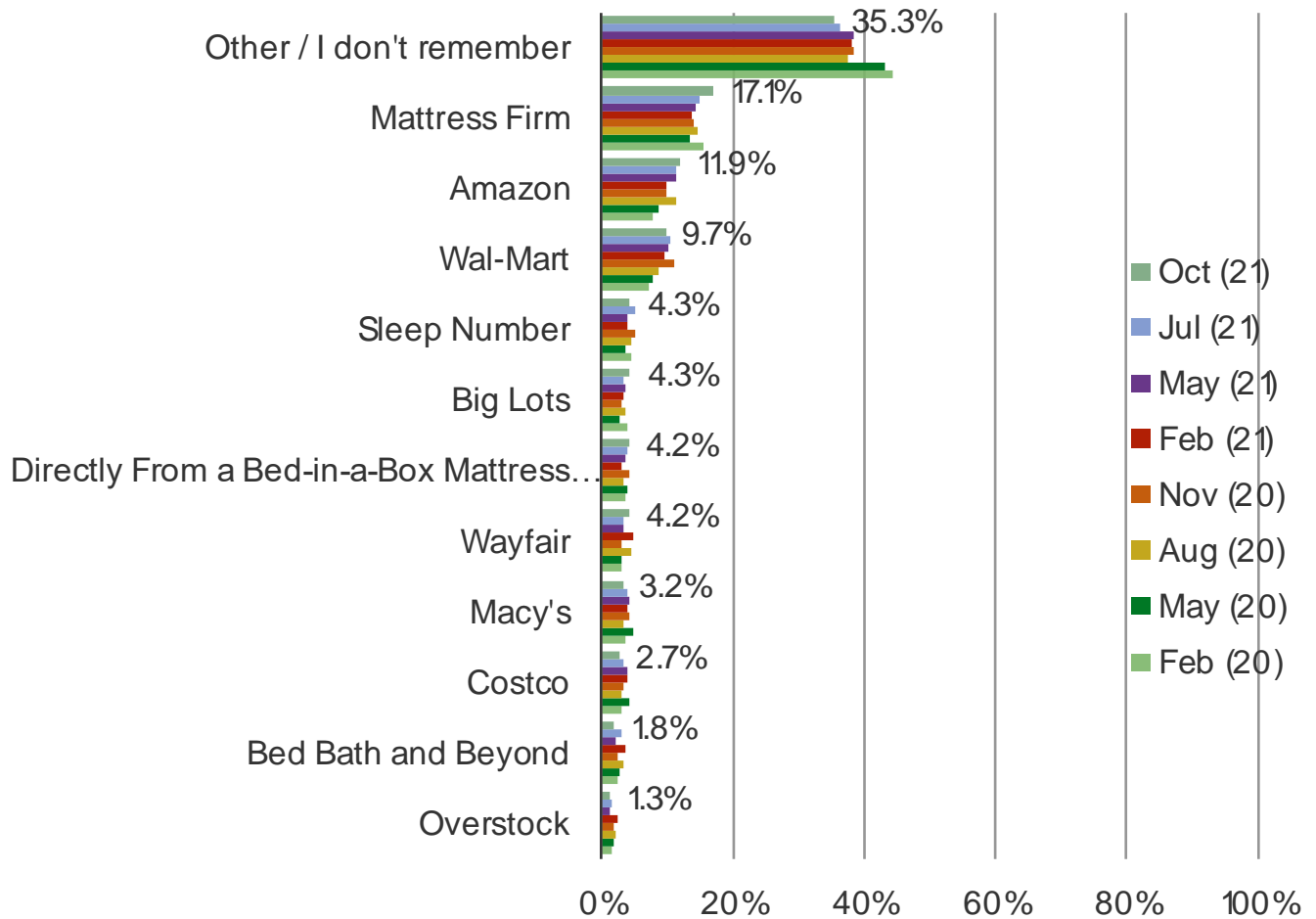
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



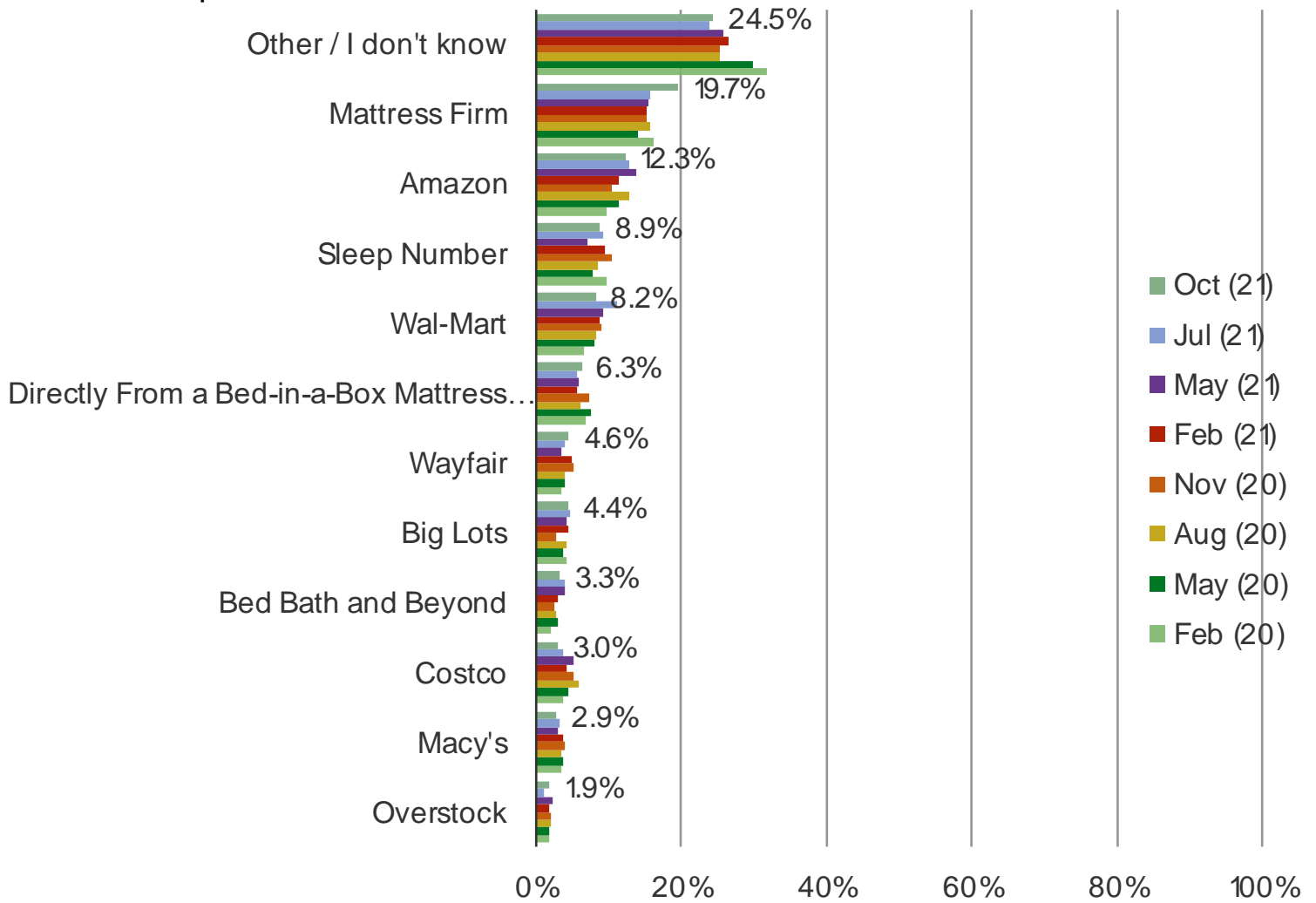
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

Posed to all respondents



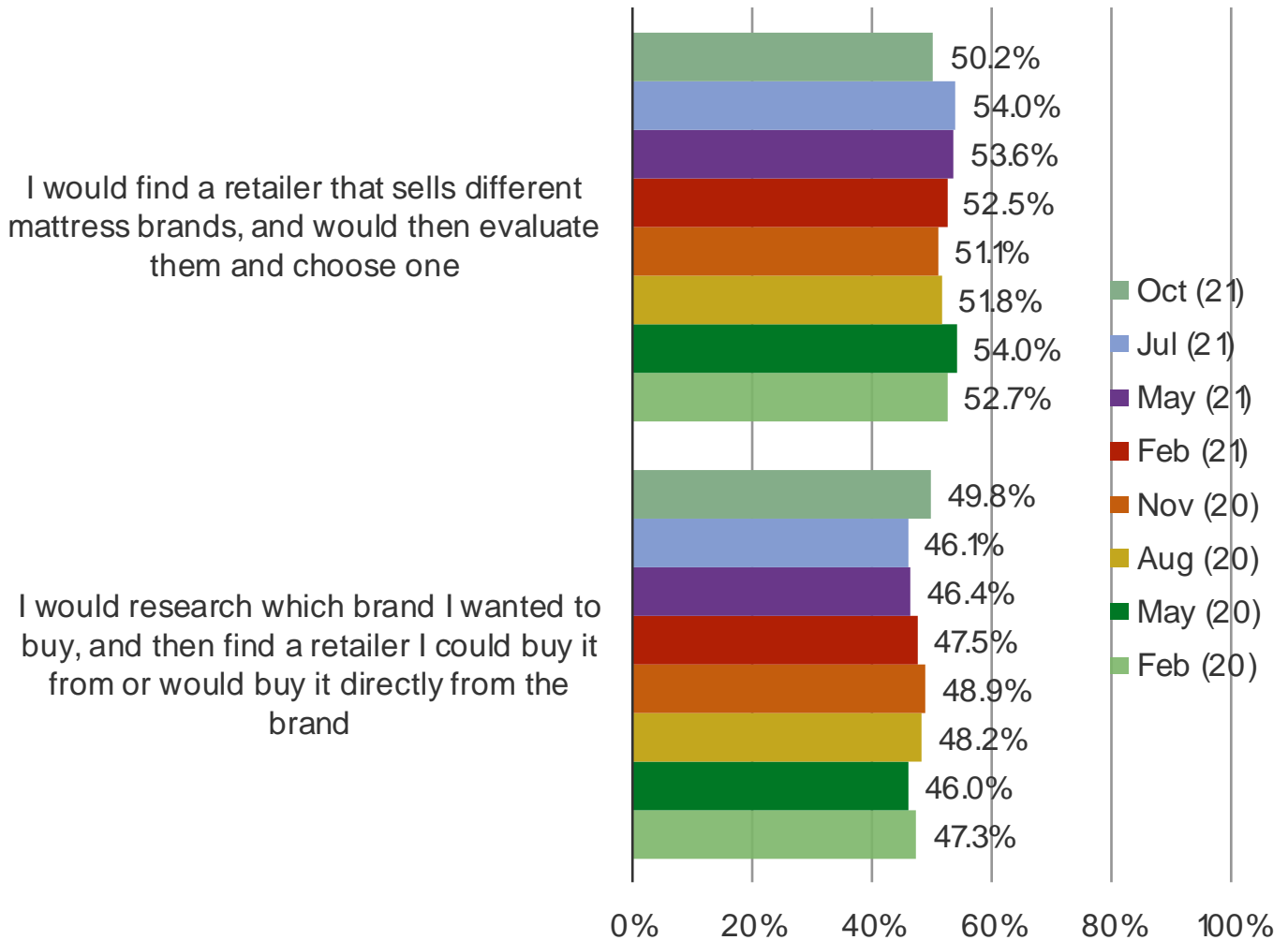
IF YOU HAD TO BUY A MATTRESS TODAY, WHERE WOULD YOU BE MOST LIKELY TO BUY THEM FROM?

Posed to all respondents



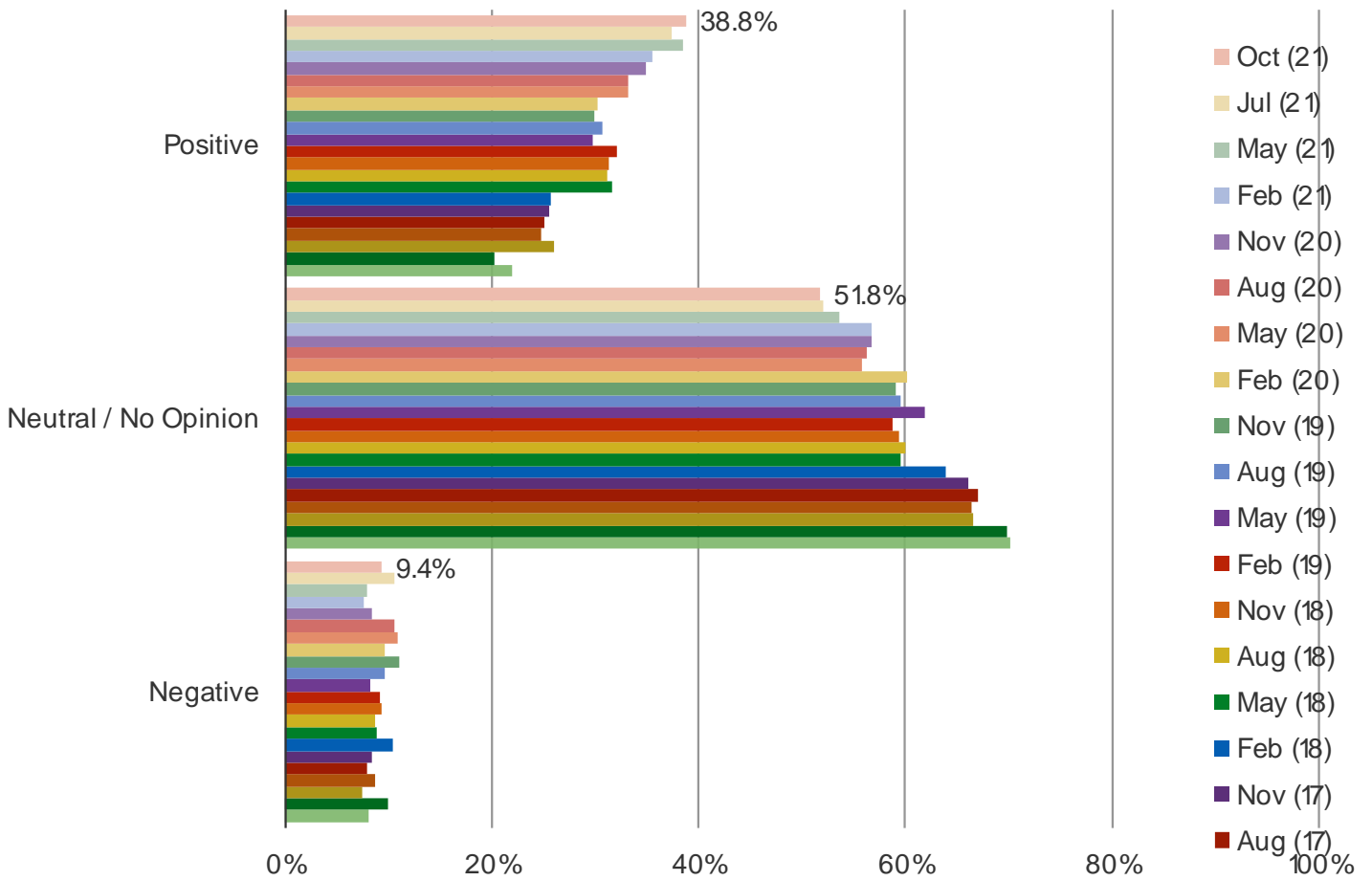
IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents



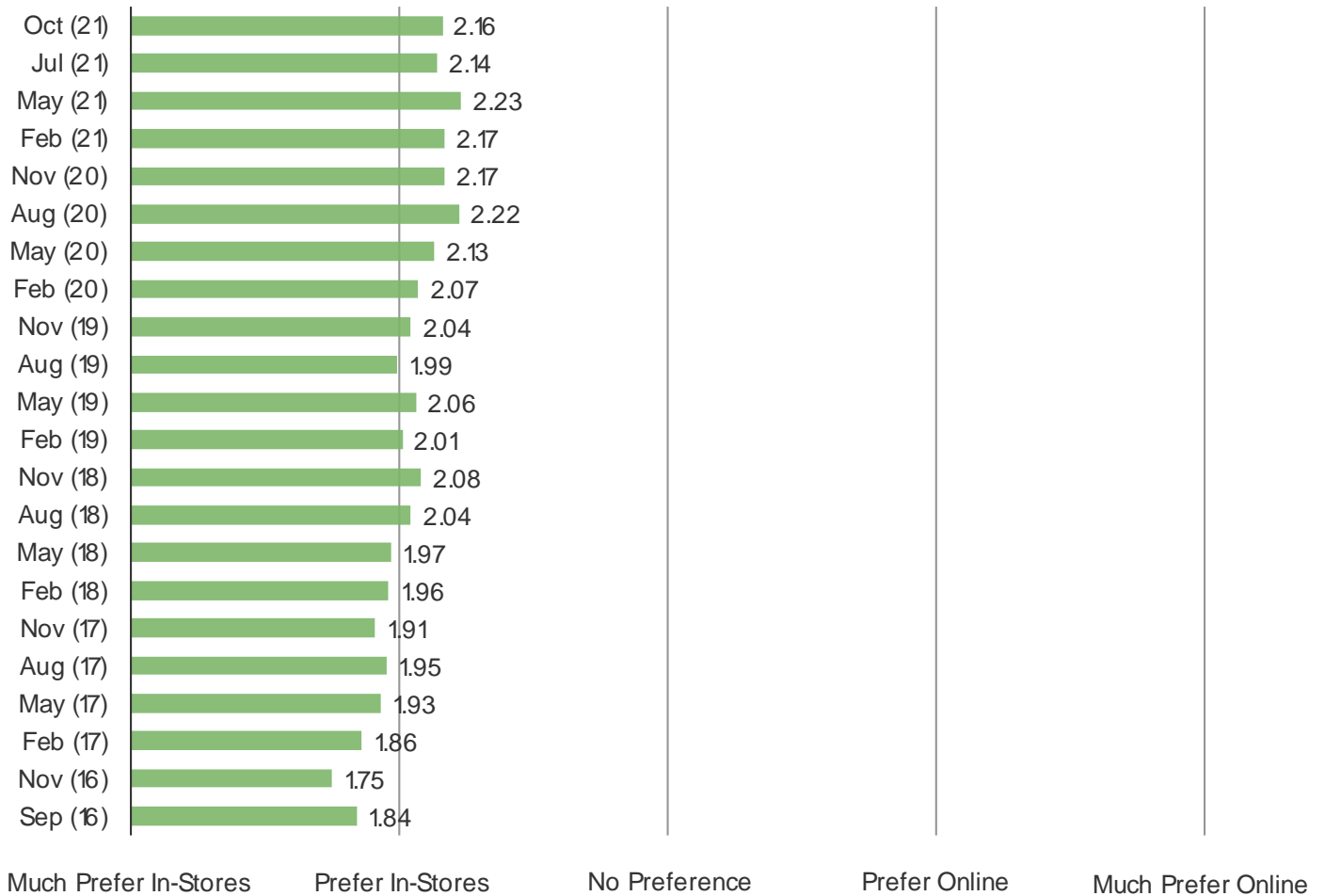
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



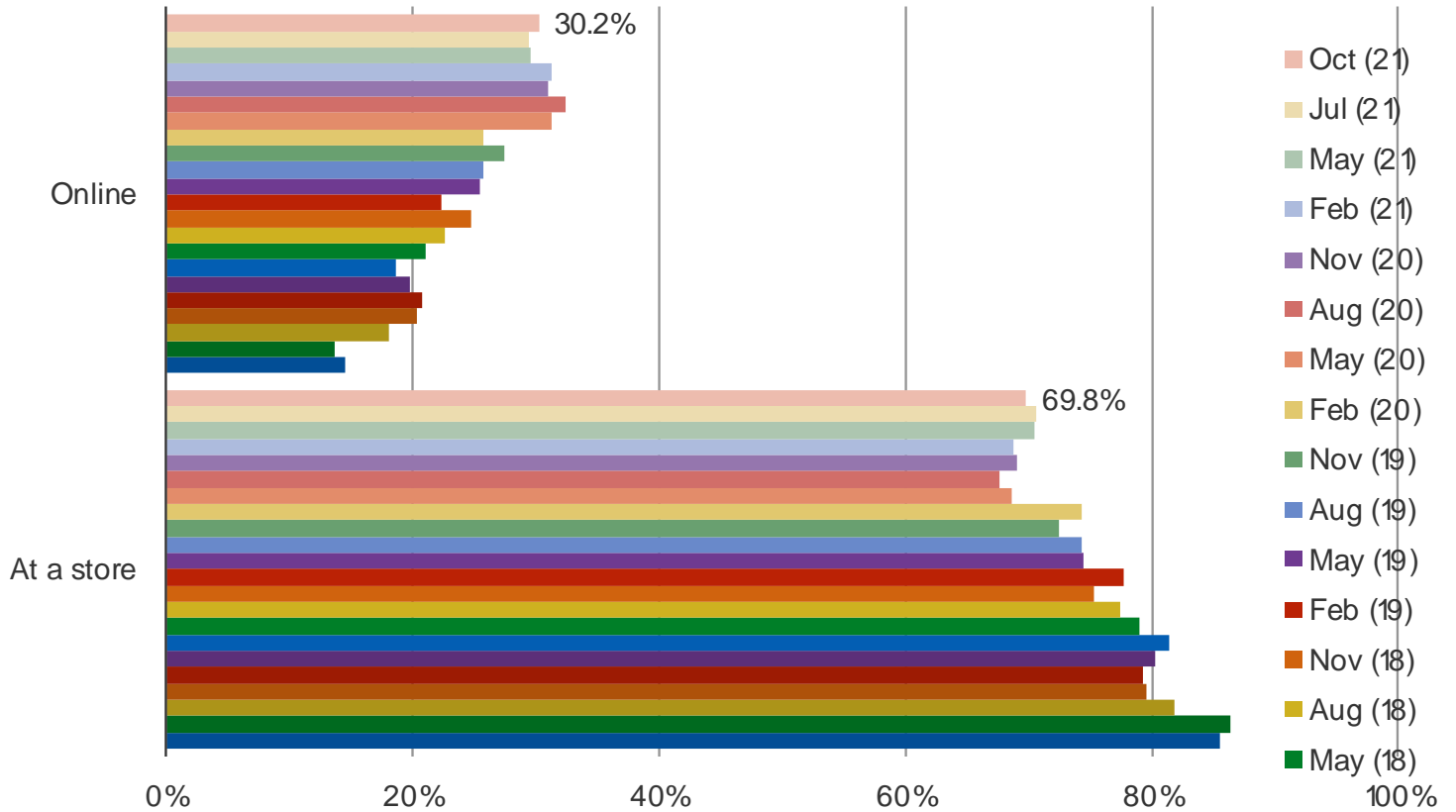
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



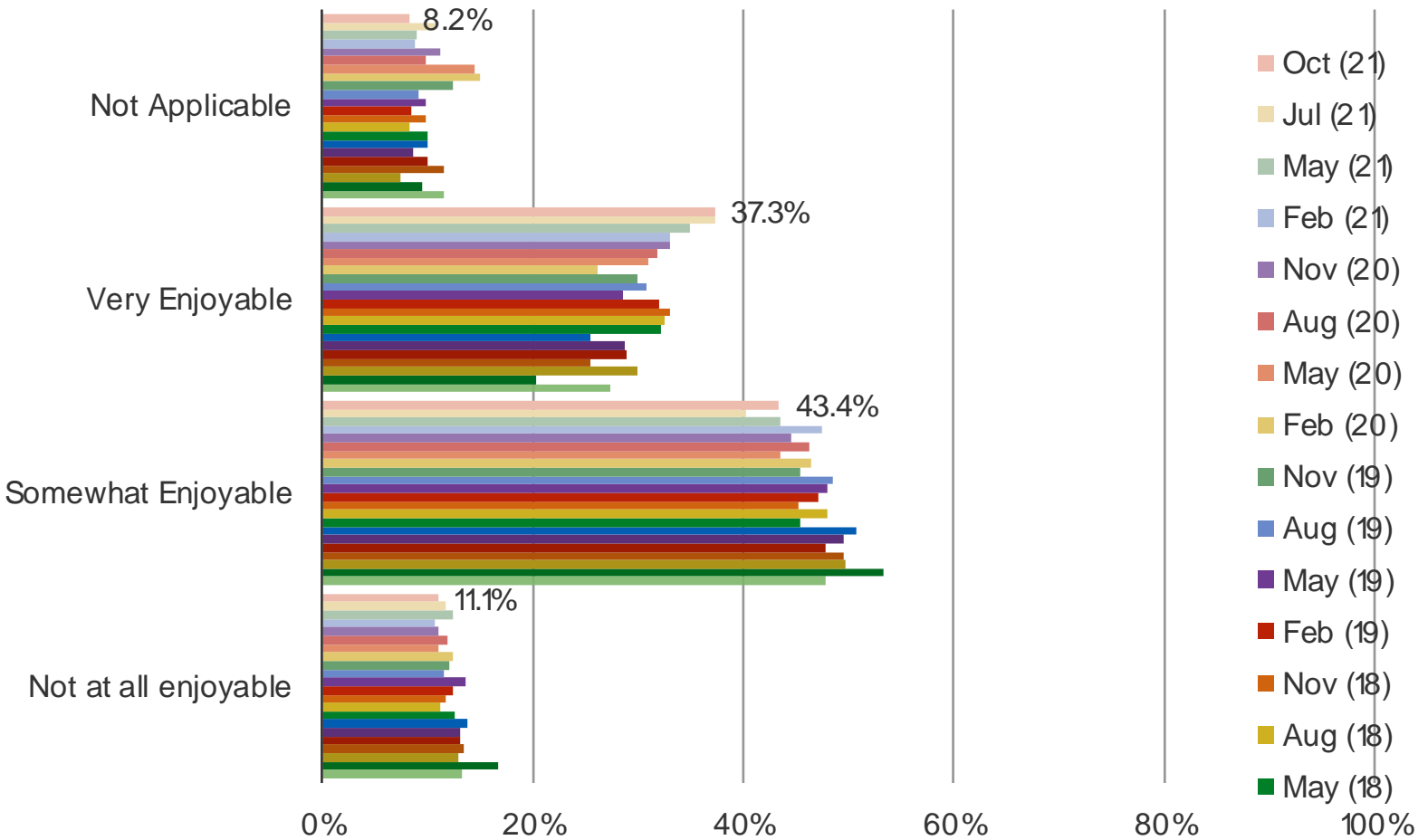
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

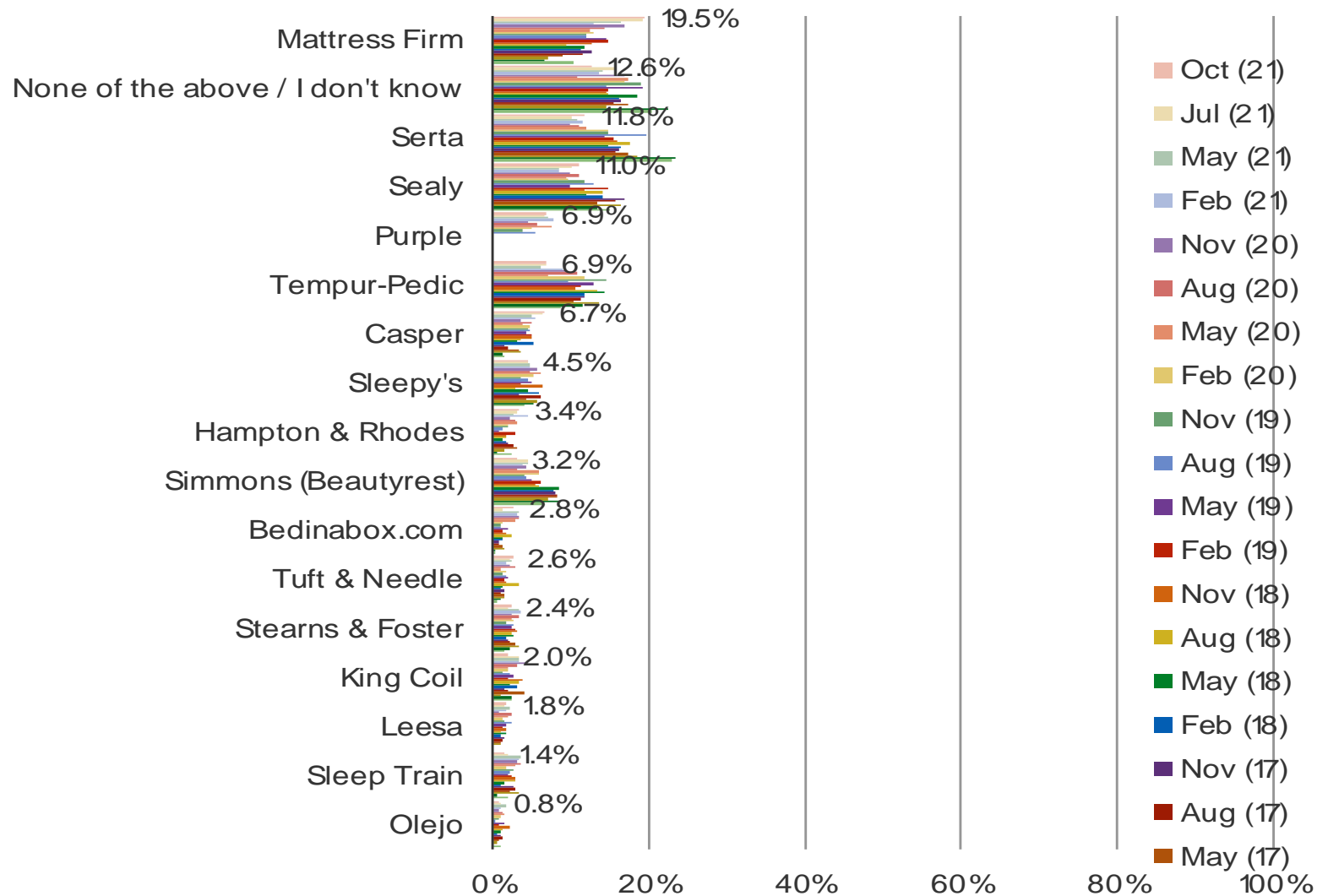
Posed to all respondents



COMPETITIVE DYNAMICS

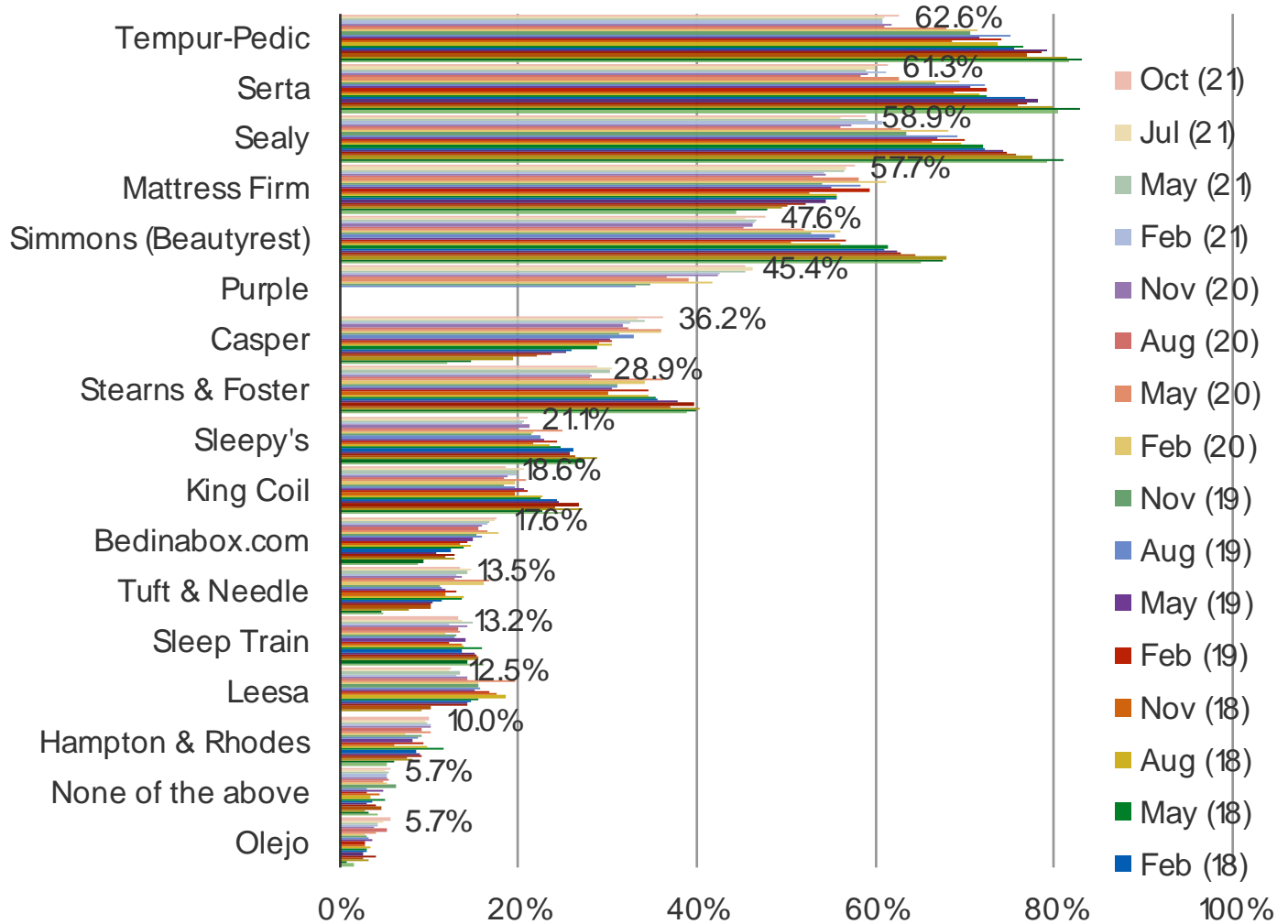
WHICH BRAND DID YOU PURCHASE?

Posed to respondents who purchased a mattress in the past year.



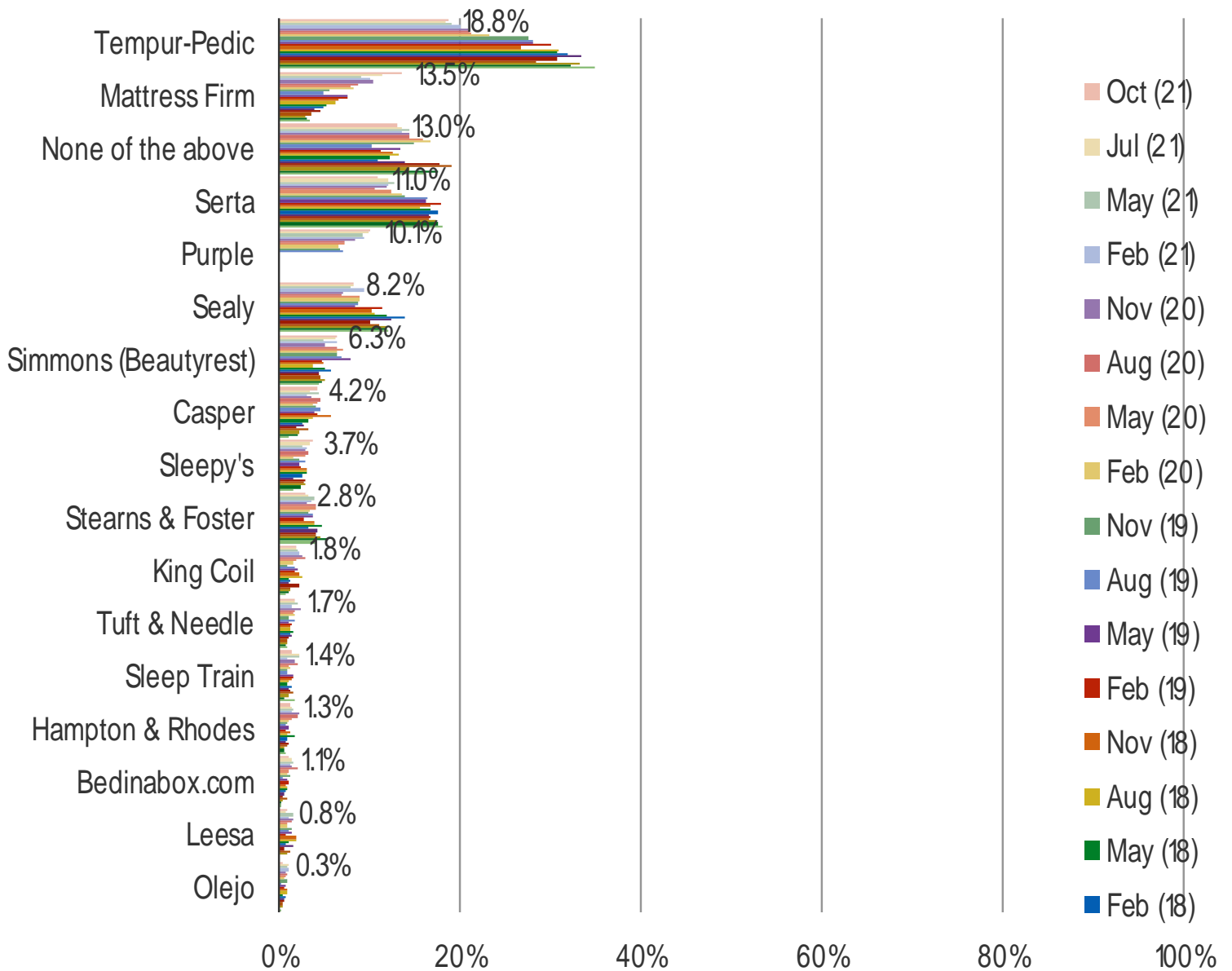
AWARENESS

Posed to all respondents



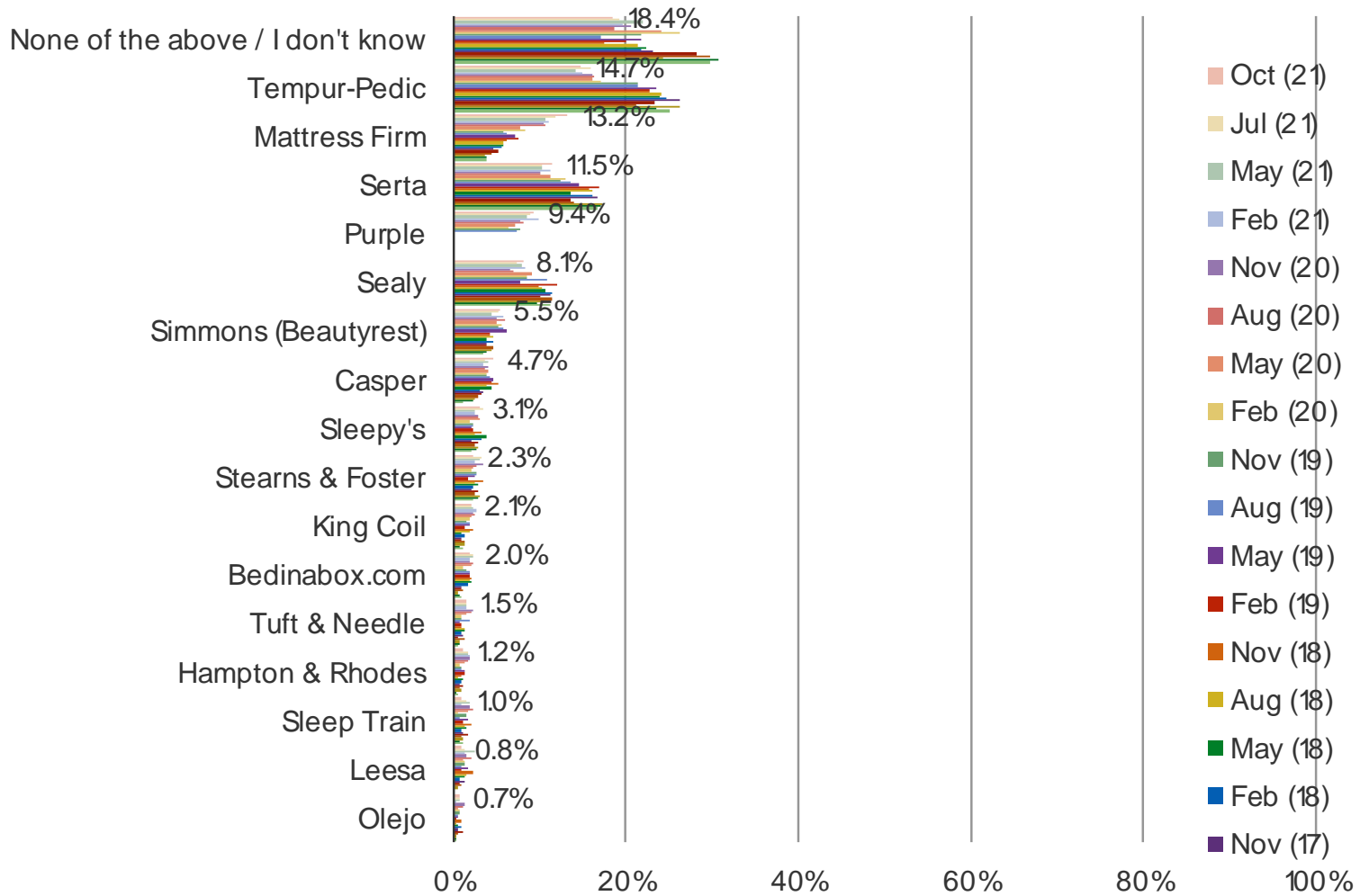
WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?

Posed to all respondents



IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO BUY?

Posed to all respondents



FROM PREVIOUS PAGE, WHY DID YOU SELECT THAT BRAND?

Posed to all respondents

